



GENERAL INFORMATION

SHOW DATES & TIMES

Changes in **move-in date or time** may be accommodated on a case-by-case basis. Please note that move-in dates and times can be adjusted to a **later** date and time but **not to an earlier date and time**.

MOVE-IN: Saturday, April 12, 2025, from 8:00 a.m. – 5:00 p.m.
Sunday, April 13, 2025, from 8:00 a.m. – 5:00 p.m.
**Please see the Move-in Schedule for assigned times.*

TRADE SHOW: Monday, April 14, 2025, from 11:00 a.m. – 4:30 p.m.
Tuesday, April 15, 2025, from 11:00 a.m. – 4:00 p.m.

MOVE-OUT: Tuesday, April 14, 2025, from 5:00 p.m. – 11:00 p.m.
**After the aisle carpet has been removed*
Wednesday, April 15, 2025, from 8:00 a.m. – 12:00 p.m.

SHOW INFORMATION

EVENT LOCATION: **TRADE SHOW**
Vancouver Convention Centre (VCC) – EAST Building
999 Canada Place
Vancouver BC, V6C 3E1
Telephone: 604-689-8232 or 1-866-785-8232
Email: info@cfg.ca

CONFERENCE
Vancouver Convention Centre (VCC) – EAST Building
999 Canada Place
Vancouver BC, V6C 3E1
Telephone: 604-689-8232 or 1-866-785-8232
Email: info@cfg.ca

SHOW MANAGEMENT: **The Canadian Federation of Independent Grocers (CFIG)**
200 Consumers Rd.
North York, ON M2J 4R4
Telephone: 416-492-2311
Email: info@cfg.ca

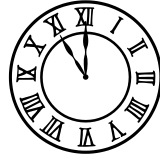
SHOW CONTACTS: Rolster Taylor
VP, Sales
416-492-4878
rtaylor@cfg.ca

Tyson Smith
Account Representative, Sales
416-990-5813
tsmith@cfg.ca

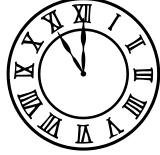
Cindy Suh
 Coordinator, Trade Show Operations
 416-990-5934
csuh@cfg.ca

Throughout the set-up, as well as during and after the show, CFG Staff will be available on the trade show floor to answer your questions. Staff are responsible for protecting your interests as an Exhibitor by ensuring that all exhibits follow the show's Rules & Regulations. All key suppliers will also have service desks on site for any last-minute questions or requirements.

The Show Office is located at the end of aisle 600.

Show Office Hours:		
Saturday, April 12	8:00 a.m. ~ 5:00 p.m.	
Sunday, April 13	8:00 a.m. ~ 5:00 p.m.	
Monday, April 14	9:00 a.m. ~ 4:00 p.m.	
Tuesday, April 15	9:00 a.m. ~ 4:00 p.m.	
Wednesday, April 16	9:00 a.m. ~ 12:00 p.m.	

REGISTRATION

Registration Hours:		
Saturday, April 20	8:00 a.m. ~ 4:00 p.m.	
Sunday, April 21	8:00 a.m. ~ 4:00 p.m.	
Monday, April 22	7:00 a.m. ~ 6:30 p.m.	
Tuesday, April 23	7:00 a.m. ~ 3:30 p.m.	

EXHIBITOR BADGES: As an Exhibitor, your company is allotted five (5) COMPLIMENTARY Exhibitor Badges for every **100 square feet** of contracted exhibit space. **Extra badges may be purchased online or onsite at registration for \$40 each + HST.** Please go online at gsfshow.com to register your staff for badges.

Badges ARE not mailed. Pick up the badge in the East Exhibitor Hall at the Vancouver Convention Centre, East Building, 999 Canada Place, Vancouver, BC V6C 3E1 or print-from-home.

BADGE IDENTIFICATION: Attendee badges are colour-coded so Exhibitors can more readily identify their customers.

<u>Attendee</u>	<u>Badge Colour</u>
Exhibitors	Blue
Press/Media	Grey
Retailers & Wholesalers	Red
Distributor/ Importer/ Exporter	Yellow
Suppliers & Services	Green

MANDATORY REQUIREMENTS

- CARPET:** Each booth **MUST** have a carpet or some type of flooring that fits the **ENTIRE** booth space. Please note that if carpet / flooring is not laid by the end of move-in, Exhibitors will be asked to purchase it before the show opens.
- EXHIBIT DESIGN FORM:** Details of booth design must be submitted for approval by submitting the Exhibit Design form. A schematic, rendering, or photo of the booth design might be requested for approval.
- TEMPORARY FOOD:** Food safety is an important component of any food-related trade show. Grocery & Specialty Food West Show Management works closely with the Vancouver Coastal Health (VCH) Authority to ensure that Exhibitors and Attendees have a profitable and safe show.
- Exhibitors providing food samples must complete the VCH Temporary Food Services Application. Please send completed forms to csuh@cfg.ca. The form must be completed by **March 31, 2025**. **An administration fee of \$50.00 will be charged for late applications.** Incomplete applications will not be approved.
- INSURANCE:** Each Exhibiting Company is responsible for maintaining general insurance coverage against all risk of bodily harm, death, material loss or damage occurring in rented areas as outlined in the Exhibitor Space Application.
- Exhibitors must obtain a certificate proving that they are fully insured and must send a copy of your certificate to our designated representative for vetting before the show.***
- SHOW GUIDE LISTING FORM:** A listing in the official show guide is one way to bring attention to your booth. The listing includes company name, booth number, contact name, contact email address, phone number, and brief company description. The Show Guide listing form must be submitted by

SERVICES INCLUDED WITH YOUR EXHIBITING COSTS

- CLEAN UP STATIONS:** Clean up stations located just off the trade show floor. Please speak to a CFG floor representative on-site for specific locations.
- EXHIBIT HALL DECOR:** Your exhibit space will be framed with an 8' back drape and 3' side drape. The Grocery & Specialty Food West show **colour is black drapery with tuxedo (black/white) aisle carpet.**
- FOOD BANK:** Donations will be picked up following the show close by a food bank. The food bank may have a booth on the trade show floor.
- HOT OIL DISPOSAL:** Available if needed near the wash stations.
- ICE:** Available if needed.
- MATERIAL HANDLING:** Includes all equipment and labour necessary to transport your exhibit from the ramp to your booth location as quickly and efficiently as possible. This **does not** include blanket wrapping, unskidding or spotting your

booth material. It also **does not** include material handling for your **cold storage goods**. **Material requiring a forklift with a load greater than 4000 lb. may be subject to a surcharge by the official transportation company.**

RETAIL PASSES:

Exhibitors receive **SIX (6) COMPLIMENTARY** invitations to send to **RETAILERS** as guests. This function is available through the registration site. A unique Exhibitor VIP Code with the registration link for GSF West will be emailed to you directly from our registration company (MicroSpec).
*Please note any guest passes that are given to *non-retailers* will have their passes cancelled.

* To be eligible for a VIP Retailer Guest Pass your guest must work for any fully independent or franchised retail store operating in at least **four departments** of the following: dry grocery, produce, meat, frozen, dairy, bakery, or deli. If they do not fit within this category, their pass will be updated to reflect the correct pricing and badge type.

STORAGE:

Includes removal and return of empty crates. Clearly label stored items to identify each crate or box.

SHOW TERMS & CONDITIONS

For a more comprehensive list, please visit Section 2: Show Terms & Conditions on the GSF West website.

ADVERTISING

Distribution of advertising print material is not permitted outside the confines of the booth space.

AGE RESTRICTION

Grocery & Specialty Food West is a professional trade show and convention. Infants and children UNDER 16 years of age are NOT permitted on the show floor at any time due to safety concerns and the business nature of the event. CFGF reserves the right to deny entry to the trade show and conference at any and all times.

AUDIO / VISUAL

If audio/visual equipment is used, the sound must be subdued to such an extent as to ensure it is not a nuisance to neighbouring Exhibitors.

DEMONSTRATIONS

Demonstrations must be conducted within the booth space.

ENTRY TO SHOW

For security reasons, you will be required to **wear your Exhibitor Badge in a prominent location** when entering the building.

EXHIBIT DESIGN

EXHIBIT DESIGN NON-COMPLIANCE WITH DISPLAY RULES & REGULATIONS
Your exhibit rules are included on the GSF website under the Exhibitor Manual section. Please make sure that your booth complies and direct any questions about compliance to Cindy Suh at csuh@cfgf.ca so that we can work together. Interpretation of the rules and regulations shall rest with Show Management, and non-compliance can result in the closing of your exhibit prior to the show.

FIRE REGULATIONS

All Exhibitors planning to use any type of fuel, such as gas, oil, helium gas, or propane, in their exhibits are required to advise show management in

advance (on your Exhibit Design form). All displays or exhibited materials must be fireproof to conform to Federal, Provincial, and City Fire Laws.

FLOOR, WALL, AND CARPET DAMAGE

Painting, nailing, drilling, or screwing to the floors, walls, or any other part of the building is not permitted. Exhibitors are also responsible for oil, grease, or any general damage to the carpeted area. Exhibitors wishing to lay any floor coverings must use a protective layer of adhesive pre-mask tape. Acceptable adhesives are poly-coated cloth tape or gaffer's tape available through hardware or specialty stores. Vinyl or foam tapes cannot be used at the VCC. The only acceptable double sided carpet tapes are Renfrew #174 or Shur-Tape #642. Exhibitors are responsible for removing the tape once the show is over. Charges will apply for all tape damage and/or adhesive removal at a rate provided by the facility.

ALL Exhibitors MUST have floor covering in their booth that is in good condition.

HELIUM BALLOONS

All helium-filled balloons or other inflatable items are permitted if approved in writing. Due to the complexity and costs of retrieving balloons from various areas within Vancouver Convention Centre (VCC), it has become necessary to request a deposit when helium balloon decor is planned. Retrieval deposits and a signed deposit form are required prior to the date of set-up for any balloon decor. Please contact Cindy Suh csuh@cfg.ca to obtain a Balloon Retrieval waiver form.

MASCOTS

Product sampling by Mascots and/or Hostess' is permitted within the parameters of the booth space, so long as these individuals have Exhibitor Badges. Any deviations from this rule must be authorized in advance by Show Management

MOTORIZED VEHICLES

Motorized vehicles on display are subject to the following conditions;

- gas tanks are less than ¼ full
- gas caps locked or sealed
- batteries made inaccessible
- drip pans under vehicles
- vehicles are clean and dry
- keys are to be left with Vancouver Convention Centre (VCC) Guest Services.

PROPANE

Exhibitors must indicate on their Exhibit Design form their intent to use propane and must have a 5-pound ABC-type fire extinguisher in their booth. (Extinguishers are not available for rent or sale on site.)

Propane tanks in excess of 20 lb. (10 kg) are not permitted inside the building. (Arrangements to store these in outside space can be arranged.) Flow restriction valves must be used on all propane tanks and are available from Home Depot (604-675-1260) or Acklands-Grainger (604-879-4211). All propane connections must be inspected and approved by the VCC.

RESPONSIBILITY OF LOSSES

Grocery & Specialty Food West, our Official Show Contractors, and the Vancouver Convention Centre are **not** responsible for loss due to causes or conditions beyond their control such as wars, panic, mobilization, strikes, fires, floods, acts of God, as well as other conditions preventing the Show from opening on time, continuing through its scheduled dates, or opening at all. Under such conditions, Show Management, Official Show Contractors, and the Vancouver Convention Centre will **not** be responsible for any expenses incurred by an Exhibitor in preparation for or promotion of such an exhibit.

RIGHT TO REFUSE

Show Management reserves the right to refuse admission to the show building to any Contractor, Exhibitor, Media, or Visitor who, in the opinion of Show Management, is unfit, intoxicated, or in *any way* creating a disruption to the show.

SECURITY

The Vancouver Convention Centre Security team will be responsible for 24-hour coverage of entrances, exits and the general floor area. **Exhibitors are responsible for their own booth security and should have their booth attended to at all times during Move-in/out and Show hours.**

Exhibitors must take whatever precautions are necessary to protect products, valuable materials, and equipment. Show Management, Official Show Contractors, and the Vancouver Convention Centre are **not** responsible for the loss of property of any kind, from either the booth location or the storage area. Please exercise cautious security measures to protect your materials. Steel mesh security cages can be ordered, contact Show Management for details.

SUITCASING

Suitcasing is the act of handing out product literature or samples at a trade show without being an Exhibitor. Suitcasing is **NOT PERMITTED inside or on the grounds of the VCC at the GSF West Show.** Attendees found suitcasing will forfeit their badge and be escorted off the show floor.

TWO BAG LIMIT

Enjoy all the complimentary samples. Please note that Exhibitors and Attendees may take TWO bags of samples from the show floor. Carry-on suitcases, wheeled collapsible carts, and shopping carts are not permitted on the show floor.

SHOW PROMOTIONS

Advertising

Secure the best brand visibility with advertising at the show, in the show guide, or all year round with CFG. Contact Matthew Brown at mbrown@cfg.ca.

Exhibit Excellence Awards

are presented to the exceptional exhibits at Grocery & Specialty Food West, in four categories: **Best Single, Double, Multiple and Marketed Booth.** It is in the best interest of the exhibiting company to plan against the following criteria, which will be judged on-site:

- Curb Appeal
- People & Product
- Structure/Design
- Overall Impression

New Product Showcase

is a great way to get noticed and is a second location for your product on the trade show floor. Contact Tyson Smith (416-990-5813) or tsmith@cfg.ca. **Space is limited & Exhibitors are selected on a first-come, first-serve basis.**

Official Show Guide

details the exhibiting company’s information for the attendee. Information includes: company name, address, phone, web address and company profile, **The Show Guide listing form must be submitted February 7, 2025.** As well, the show guide provides Exhibitors the opportunity to enhance their exposure by advertising in the Official Show Guide.

Sponsorship Programs

Gain more exposure through SPONOSRSHIP opportunities! By sponsoring Grocery and Specialty Food West your company will benefit in year-round promotional support and on-site interaction opportunities. Contact marketing@cfg.ca for more details.

SHOW FORMS

SHOW MANAGEMENT FORMS	DEADLINE	RETURNED
Exhibit Design Form	ASAP	<input type="checkbox"/>
Official Show Guide Listing Form	February 7	<input type="checkbox"/>
Food Sampling Form	March 31 st	<input type="checkbox"/>
Cold Storage Form	April 12 nd	<input type="checkbox"/>
New Product Showcase Form	Before Move-In	<input type="checkbox"/>

*Please click [HERE](#) to access all Show Forms